

NAME OF THE COURSE		ENTREPRENEURSHIP				
Code	EUB212	Level of study	undergraduate			
Course teacher	Full professor Vlatka Škokić Full professor Marina Lovrinčević	Credits (ECTS)	5			
Associate teachers	Full professor Marina Lovrinčević Associate professor Ljiljana Najev Čačija Assistant professor Ana Juras	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course		Percentage of application of e-learning	40%			
COURSE DESCRIPTION						
Course objectives	Acquiring basic definitions, principles, concepts and models of entrepreneurship.					
Course enrolment requirements and entry competences required for the course	<p>Course signature requirements: as determined by the Statute of the Faculty of Economics and Rules and Regulations for Studies and Study Programmes.</p> <p>Entry competencies: English language proficiency level B2-C1 (CEFR) and computer skills (Microsoft Office Package).</p>					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>GENERAL OUTCOME: Students will develop an entrepreneurial mindset and practical skills to recognise, evaluate and exploit opportunities. By the end of the module, they will understand and apply the key concepts, frameworks and tools of entrepreneurship to create and plan viable ventures in commercial and social contexts.</p> <p>INDIVIDUAL OUTCOMES: By the end of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain core concepts of entrepreneurship and its role in the economy and society. 2. Differentiate entrepreneurial types (e.g., necessity vs. opportunity, social vs. commercial, franchising vs. independent). 3. Apply creativity and innovation tools to generate entrepreneurial ideas. 4. Assess financing options (bootstrapping, crowdfunding, venture capital, debt). 5. Evaluate alternative growth paths. 6. Discuss social entrepreneurship models and their societal impact. 7. Understand planning tools. 8. Reflect on entrepreneurial resilience and failure as part of the learning journey. 					
Course content broken down in detail by weekly class schedule (syllabus)	Wk	LECTURERS	TUTORIALS			
	1	Class introduction. Overview of the module.	Assignments brief. Formation of the groups for the group project. <i>Entrepreneurial quiz.</i>			
	2	The nature of entrepreneurs.	Article discussion. Homework for next week (guidance). Online quizz			

	3	Entrepreneurial Mindset and Opportunity Recognition	Individual presentations (homework) Case study			
	4	Creativity, Innovation, and Entrepreneurship	Case study			
	5	Validating the Business Idea	Case study			
	6	Business Models	Case study Online quiz			
	7	Financing the Business I: Bootstrapping & Crowdfunding	Case study			
	8	Assignment 1 submission	Assignment 1 submission			
	9	Financing the Business II: Angels, VCs, and Debt	Individual assignment - presentations			
	10	Franchising	Individual assignment - presentations			
	11	Entrepreneurial Marketing and Sales	Individual assignment - presentations			
	12	Social Entrepreneurship	Individual assignment - presentations			
	13	Planning and Pitching for Entrepreneurs	Individual assignment – overall feedback and results discussion.			
	14	Online quiz. Module content recap.	Module recap. Results discussion.			
	15	Assignment 3 submission	Assignment 2 submission			
	Format of instruction	<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> online quizzes (other)		
	Student responsibilities	Attending classes 60% - exam precondition. Assignments: 1. GROUP PRESENTATION (30%) You will select an entrepreneur from any other country and analyse the entrepreneur individually and the business. Each group will be assessed on two criteria: the quality of the submitted work and the quality of the presentation itself. 2. CASE STUDY (40%) – group work You will be given a case study in Week 16. During the week, you will analyse a case with your group members per given questions. In week 17, you will submit your responses on Merlin. 3. INDIVIDUAL REFLECTIVE ESSAY (30%)				
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1	Case study	1,5	Practical training	
	Experimental work		Report	1**	Project and presentation (Other)	4
	Presentation	1	Reflective essay	1	Case studies	4
	Tests		Oral exam	1*	Case studies and Quizzes	0.5

	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>60% class attendance is necessary.</p> <p>*Were students do not achieve a pass mark on both units of assessment, they will undertake an exam (written or oral).</p> <p>**Where students fail any of the components of the group work, they will be allocated an individual PowerPoint presentation on a specific topic.</p>					
Required literature (available in the library and via other media)	Title			Number of copies in the library		Availability via other media
	Zimmerer, T. W., Scarborough, N. M., & Wilson, D. (2011). <i>Essentials of entrepreneurship and small business management</i> . Pearson/Prentice Hall.			2		
	Neck, H. M., Neck, C. P., & Murray, E. L. (2019). <i>Entrepreneurship: the practice and mindset</i> . Sage Publications.					
Optional literature (at the time of submission of study programme proposal)	<ol style="list-style-type: none"> 1. GEM reports (various years) 2. World Bank – Doing business (various years) 3. Amorós, J. E., Cristi, O., & Naudé, W. (2021). Entrepreneurship and subjective well-being: Does the motivation to start-up a firm matter?. <i>Journal of Business Research</i>, 127, 389-398. 4. Bretas, V. P., & Alon, I. (2021). Franchising research on emerging markets: Bibliometric and content analyses. <i>Journal of Business Research</i>, 133, 51-65. 5. Coffman, C. D., & Sunny, S. A. (2021). Reconceptualizing necessity and opportunity entrepreneurship: A needs-based view of entrepreneurial motivation. <i>Academy of Management Review</i>, 46(4), 823-825. 6. Feldmann, M., Lukes, M., & Uhlener, L. (2020). Disentangling succession and entrepreneurship gender gaps: gender norms, culture, and family. <i>Small Business Economics</i>, 1-17. 7. Hassan, A., Anwar, I., Saleem, I., Islam, K. B., & Hussain, S. A. (2021). Individual entrepreneurial orientation, entrepreneurship education and entrepreneurial intention: The mediating role of entrepreneurial motivations. <i>Industry and Higher Education</i>, 35(4), 403-418. 8. Kalisz, D., Schiavone, F., Riviaccio, G., Viala, C., & Chen, J. (2021). Analyzing the macro-level determinants of user entrepreneurship. The moderating role of the national culture. <i>Entrepreneurship & Regional Development</i>, 33(3-4), 185-207. 9. Mair, J., & Marti, I. (2006). Social entrepreneurship research: A source of explanation, prediction, and delight. <i>Journal of World Business</i>, 41(1), 36-44. 10. Mollick, E. (2014). The dynamics of crowdfunding: An exploratory study. <i>Journal of Business Venturing</i>, 29(1), 1-16. 11. Shane, S. (2003). A general theory of entrepreneurship: The individual-opportunity nexus. Edward Elgar. 12. Shane, S., & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. <i>Academy of Management Review</i>, 25(1), 217-226. 13. Shepherd, D. A. (2003). Learning from business failure: Propositions of grief recovery for the self-employed. <i>Academy of Management Review</i>, 28(2), 318-328. 14. Stirzaker, R., Galloway, L., Muhonen, J., & Christopoulos, D. (2021). The drivers of social entrepreneurship: agency, context, compassion and opportunism. <i>International Journal</i> 					

	<p>of Entrepreneurial Behavior & Research, 27(6), 1381-1402.</p> <ol style="list-style-type: none"> 15. Vandor, P. (2021). Are voluntary international migrants self-selected for entrepreneurship? An analysis of entrepreneurial personality traits. <i>Journal of World Business</i>, 56(2), 101142. 16. Wang, C., Li, G., & Xu, H. (2019). Impact of lifestyle-oriented motivation on small tourism enterprises' social responsibility and performance. <i>Journal of Travel Research</i>, 58(7), 1146-1160. 17. Williams, A. M., Rodriguez Sanchez, I., & Škokić, V. (2021). Innovation, risk, and uncertainty: A study of tourism entrepreneurs. <i>Journal of Travel Research</i>, 60(2), 293-311. 18. Yunus, M., Moingeon, B., & Lehmann-Ortega, L. (2010). Building social business models: Lessons from the Grameen experience. <i>Long Range Planning</i>, 43(2-3), 308-325. 19. Zahra, S. A., Gedajlovic, E., Neubaum, D. O., & Shulman, J. M. (2009). A typology of social entrepreneurs: Motives, search processes and ethical challenges. <i>Journal of Business Venturing</i>, 24(5), 519-532. 20. Zott, C., Amit, R., & Massa, L. (2011). The business model: Recent developments and future research. <i>Journal of Management</i>, 37(4), 1019-1042
<p>Quality assurance methods that ensure the acquisition of exit competences</p>	<p>Registering students' attendance and success in carrying out of their duties (lecturer). Monitoring lectures and practice sessions (Vice-Dean for academic and student affairs).</p> <p>Students' Performance analysis in each course (Vice-Dean for academic and student affairs).</p> <p>Student questionnaire on the quality of lecturers and lessons for each course (University of Split, Quality Assurance Centre)</p> <p>Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes.</p>
<p>Other (as the proposer wishes to add)</p>	<p>The course is taught in Croatian and English.</p>